



ADVERTISING MEDIA SERVICES RFP REFERENCE CHECK QUESTIONNAIRE

The Texas Lottery Commission has issued a Request for Proposals for Advertising Media Services, and we are currently evaluating vendor proposals and checking vendor references. Your name was provided to us as a reference for **THE BUNTIN GROUP**. Please complete and return this questionnaire to Roxanne Koltermann, Contracts Coordinator, @ roxanne.koltermann@lottery.state.tx.us by **4 p.m. (CT) on Friday, January 6, 2023**. Thank you for taking the time to assist us in this review.

Please provide the following:

Company Name: Aaron's

Your Name: Dan McSwanson

Phone number: 831-566-9899

1. What was your general satisfaction with **THE BUNTIN GROUP**? (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

1 2 3 4 5 6 7

Comments: **6/7**. The Buntin Group is a great partner with Aaron's. We've been through a lot together (We were up in Nashville in March 2020, awarding the contract, just days before Covid started shutting down everything). TBG won a tough battle of a RFP, including beating out the incumbent, 8 other top finalists, 20 mid-finalists and over 100 agencies to start.

2. What services did **THE BUNTIN GROUP** provide for you? Please mark those that are applicable.

- ☒ Media Planning
- ☒ Media Buying
- ☐ Experiential (event marketing, including a standalone event, part of a larger event - festival, fair, etc., or a pop-up activation not tied to any event)

3. Please use the scale below to assess **THE BUNTIN GROUP'S** performance for all areas that apply. Please circle the appropriate ratings: (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

- Media Planning: 1 2 3 4 **5** 6 7 N/A

Comments: **5/7**. TBG has a strong media planning group, but we at Aaron's had some specific goals and sometimes brought them in too late for them to assist. We also have a strong (and opinionated!) internal team and often did not need this service. I'd put the "5" on us as well, as we did not fully utilize their skills or take their recommendations.

- Media Buying: 1 2 3 4 5 6 **7** N/A

Comments: **7/7**. Exactly what we needed was a quick and nimble media buyer with great contacts (e.g. 1. Our Viacom relationship came from TBG relationship with them. 2. They have good in-roads into Hollywood talent and we would not have been able to easily reach out and contact Mr. T for our current advertising campaign).

- Experiential: 1 2 3 4 5 6 7 **N/A**

Comments: N/A. Have not utilized TBG's experiential skills, other than having them pull together a street team for a grand opening event in Chicago (went very well).

4. Please rate **THE BUNTIN GROUP's** performance in the following areas: (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

Customer service: 1 2 3 4 5 6 **7** N/A

Comments: **7/7**. Very responsive and very available via meetings, emails, calls, etc. We've had many times where we've had to make changes/additions and the team has been great accommodating us.

Ability to resolve problems: 1 2 3 4 5 **6** 7 N/A

Comments: **6/7**. Really good ability to reschedule, increase budget/media weight or decrease budget/media weight.

Adherence to timelines: 1 2 3 4 5 **6** 7 N/A

Comments: **6/7**. We generally give reasonable timelines and those are met easily. However, we've also given some tough, short timelines (e.g. need to spend \$Ms in December 2021—and it's already December 2021).

5. In your opinion, what are **THE BUNTIN GROUP's** strengths?

Please explain: **Flexibility and Friendliness** in doing so. As mentioned above, we've had some wacky ups and downs in our business during the past few Covid-filled years. TBG has

been able to keep up with us, make the changes needed and keep us on the air (or, pulled off the air, as needed).

Big shout out to their OOH team as well—they are great to work with and know their craft well.

And finally, another mention of their incredible network for Talent.

6. In your opinion, what are **THE BUNTIN GROUP's** weaknesses?

Please explain: **Social Media**. Not my expertise, as I run the Traditional Marketing team (Broadcast, OOH, Direct Mail, store signage, field mktg), but we had started with TBG handling our Social Media buying as well. We have a strong digital marketing agency who handles a very large Paid Search spend and our Digital Marketing team felt more comfortable having Social move over to them and away from TBG after about a year for the overall program and after two years for our grand opening program.

I saw no problems with the interaction between TBG and Aaron's on this front, but it's something of note that's changed in the partnership.

7. Would you hire **THE BUNTIN GROUP** again? **Yes** No
Yes, absolutely. They are a great partner and we're very happy with them.

If not, why?

8. May we contact you with follow-up questions? **Yes** No
Yes, absolutely.

Thank you!



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Please provide the following:

Company Name: Servpro Industries, LLC

Your Name: Chad Lewis

Phone number: 615-451-0200

1. What was your general satisfaction with **THE BUNTIN GROUP**? (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

1 2 3 4 5 6 7

Comments: 7 – We've had the Buntin Group as our AOR for 20 years now (which is unheard of with any agency/client relationship. They've have far exceeded our expectations and have helped drive positive revenue results each year.

2. What services did **THE BUNTIN GROUP** provide for you? Please mark those that are applicable.



Media Planning



Media Buying



Experiential (event marketing, including a standalone event, part of a larger event - festival, fair, etc., or a pop-up activation not tied to any event)

3. Please use the scale below to assess **THE BUNTIN GROUP'S** performance for all areas that apply. Please circle the appropriate ratings: (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

- Media Planning: 7

Comments:

- Media Buying: 7

Comments:

- Experiential: 7

Comments:

4. Please rate **THE BUNTIN GROUP's** performance in the following areas: (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

Customer service: 7

Comments:

Ability to resolve problems: 7

Comments:

Adherence to timelines: 7

Comments:

5. In your opinion, what are **THE BUNTIN GROUP's** strengths? Creative, Media Strategy and Brand Stewardship

Please explain: Buntin helped deliver record setting and award-winning creative for SERVPRO and was also able to take the campaigns into their media strategy where they went beyond just placing spots inside targeted programming but they worked with each network to find infused ways of showcasing our brand within the programs themselves and creating "cut through the clutter" added value and sponsorships that brought awareness. They have truly treated our brand as if it their own and have full teams dedicated to knowing the nuances of our industry and how to best apply branding and advertising.

6. In your opinion, what are **THE BUNTIN GROUP's** weaknesses? Sports marketing knowledge, coordinated client communication efforts.

Please explain: Sports Marketing: The good part of this is that they recognized through research that sports (particularly golf) indexed very high among our target audience so they

recommended we include that via their media strategy, etc. The weakness was really their lack of knowledge of particular sporting events themselves, meaning we needed a supplemental agency to handle activation, etc. within sports. It was not a big deal to us in the grand scheme of things but I would list it as a weakness.

Coordinated Client Communication: This is one I've never talked with Buntin about and will this year (and I'm certain they'll find a solution) but our Buntin team is made up of several people who handle different areas of our delivery (research, competitive analysis, media planning, strategy, creative, etc.) and communication normally comes from that person or group of people. It makes it difficult at times to track down email conversations, etc on a particular subject because I have to remember who does what. We have a single point of contact on the agency team, and I can always go to them to get the information, but there is a better solution to this I'm sure...and it could totally be on me.

7. Would you hire **THE BUNTIN GROUP** again? Yes

If not, why?

8. May we contact you with follow-up questions? Yes

Thank you!



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Please provide the following:

Company Name: Tennessee Education Lottery Corporation

Your Name: Erica Huss

Phone number: 615-324-6544

1. What was your general satisfaction with **THE BUNTIN GROUP**? (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

1 2 3 4 **5** 6 7

Comments:

2. What services did **THE BUNTIN GROUP** provide for you? Please mark those that are applicable.

- ☒ Media Planning
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- ☐ Experiential (event marketing, including a standalone event, part of a larger event - festival, fair, etc., or a pop-up activation not tied to any event)

3. Please use the scale below to assess **THE BUNTIN GROUP'S** performance for all areas that apply. Please circle the appropriate ratings: (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

- Media Planning: 1 2 3 **4** 5 6 7 N/A

Comments:

- Media Buying: 1 2 3 **4** 5 6 7 N/A

Comments:

- Experiential: 1 2 3 4 5 6 7 **N/A**

Comments:

4. Please rate **THE BUNTIN GROUP's** performance in the following areas: (*1 = Didn't meet expectations; 4 = Satisfactory; 7 = Exceeded Expectations*)

Customer service: 1 2 3 4 **5** 6 7 N/A

Comments:

Ability to resolve problems: 1 2 3 **4** 5 6 7 N/A

Comments:

Adherence to timelines: 1 2 3 **4** 5 6 7 N/A

Comments:

5. In your opinion, what are **THE BUNTIN GROUP's** strengths?

Please explain:

6. In your opinion, what are **THE BUNTIN GROUP's** weaknesses?

Please explain:

7. Would you hire **THE BUNTIN GROUP** again? Yes No

If not, why?

8. May we contact you with follow-up questions? **Yes** No

Thank you!